

**ANALISIS IDENTIFIKASI *SERVICE FAILURE* DAN
RECOVERY DI THE TRANS LUXURY HOTEL BANDUNG**

SKRIPSI

diajukan untuk memenuhi sebagian dari syarat untuk memperoleh gelar

Sarjana Pariwisata

Program Studi Manajemen Resort dan Leisure



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Program Studi Manajemen Resort dan Leisure

Fakultas Pendidikan Ilmu Pengetahuan Sosial

Universitas Pendidikan Indonesia

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Sebuah skripsi yang diajukan untuk memenuhi salah satu syarat memperoleh gelar
Sarjana Pariwisata pada Fakultas Pendidikan Ilmu Pengetahuan Sosial

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ABSTRAK

Penelitian ini bertujuan untuk mengidentifikasi *service failure* dan *recovery* dalam dunia perhotelan khususnya The Trans Luxury Hotel Bandung. *Service failure* merujuk pada suatu kesalahan yang terjadi saat pegawai memberikan pelayanan kepada tamu, sedangkan *recovery* adalah bentuk aksi yang dilakukan oleh manajer sebagai kompensasi setelah adanya kesalahan tersebut. Sebagai suatu hotel bintang lima dan memiliki segmentasi pasar yang beragam, di The Trans Luxury Hotel masih dapat kita temui beberapa kejadian mengenai *service failure* dan cara para manajer dalam memberikan *recovery* juga menjadi suatu pembahasan yang menarik. Adapun pendekatan yang digunakan dalam penelitian ini adalah metode pendekatan kualitatif dengan teknik pengumpulan data berupa wawancara dan analisis data sekunder. Dari hasil analisis ketujuh orang responden, ditemukan dua puluh lima bentuk *service failure* yang terbagi kedalam delapan kelompok besar. Sementara *recovery* teridentifikasi kedalam lima bentuk kompensasi. Dari hasil analisis juga telah terdeskripsikan bagaimana skema keterkaitan antara *service failure* yang terjadi dengan *recovery* yang diberikan. Penulis menyarankan agar pada penelitian selanjutnya kaca mata penelitian ditarik dari sudut pandang tamu tentang bagaimana penilaian mereka terhadap *service failure* dan *recovery* yang terjadi

Kata kunci : *service failure, recovery, hospitality industry, hotel*

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ABSTRACT

This paper focused on service failure and recovery in the hotel industry especially The Trans Luxury Hotel Bandung. Service failure referring to a situation when employees fail to live up guest's services, and recovery involves any reaction that manager gave to resolve the problem since the failure occur. As a five star hotel and had wide market segmentation, service failure still could happend at The Trans Luxury Hotel Bandung and the way managers handle the recovery has become an attractive research object. This paper used a qualitative research method, and the techniques to collect the data are interview and secondary analysis data. The result from seven respondent found that service failure has indicated to 25 types and divided into 8 groups. In the other hand, the result also identified recovery into 5 types. The last, the another findings of this research is a scheme linkages between service failure and recovery. Further, it would be interesting to investigate the value of service failure and recovery from guest's perspective.

Key word : service failure, recovery, hospitality industry, hotel

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